Propagation of Indian Culture through Tourism

†1073. SHRI JANESHWAR MISHRA: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether it is a fact that Government have chalked out any plan to attract the tourists to India and propagate the India culture;

(b) if so, the details thereof; and

(c) whether Government are taking any action to provide security also to those tourists within India?

THE MINISTER OF TOURISM AND CULTURE (SHRI ANANTH KUMAR): (a) Yes Sir.

(b) The plan includes promotion of cultural tourism through its 18 overseas offices by highlighting the following:

1. Religious and pilgrim tourism, Yoga. Ayurveda, heritage sites and monuments, arts and crafts, handicrafts, fairs and festivals, different dance and music forms, Indian cuisine etc.

2. Organising Fam tours for Travel Agents/Tour Operators/TV Teams/Travel Writers/Decision and Opinion Makers for projecting India's Culture.

3. Providing Central Financial Assistance for Organising various fairs and festivals to State Government.

4. Production of brochures/informaiton booklets on cuisine, Monuments, Dance and Music, Fairs and Festivals, Yoga, Ayurveda etc.

(c) Security of the tourists is the responsibility of the respective State Governments in the country. They have been advised to take care of security of tourists and some of them have set up special tourism police for the purpose.

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†Original notice of the question was received in Hindi.